



GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT (GITAM)

(Declared as Deemed to be University u/s 3 of UGC Act, 1956)

Visakhapatnam | Hyderabad | Bengaluru

Accredited by **NAAC** with **A++** Grade

Website: www.gitam.edu

GITAM SCHOOL OF BUSINESS
Department of Marketing
PhD in Management: Marketing
PhD Entrance Test Syllabus - 2024-2025

PhD in Management: Marketing

1. General Management

Introduction to management – management thought – functions and principals of management: Planning – planning premises, types and steps in planning – decision making and forecasting, steps in decision making – management by objectives (MBO) and decision tree analysis – organizing structure, type of organizations, principals of organising, delegations, and decentralisation of authority – line and staff functions – leading-leadership, styles of leadership, theories of leadership – Blake and Mouton’s managerial grid- motivation, process, Maslow’s McGregor and Hertzberg theories of motivation – controlling – importance, process of controlling – techniques of controlling.

2. Marketing

Marketing environment and consumer behavior market segmentation targeting and positioning: product decisions, product mix, product life cycle: New product development: Branding and packing: Pricing methods and strategies – promotion mix, Channel Management: Making of service: Customer relation management: New issues in Marketing, E-Marketing.